

AMENDMENTS TO THE CLAIMS

The following listing of claims replaces all prior versions and listings of claims in this application.

1.-3. **Cancelled.**

4. **(Previously Presented)** The method of claim 29, wherein the identification of the location of the user within the content server site is arranged for accessing control utilities enabling access restriction to specific content according to content location as defined by the hyperlinks title sequence.

5. **(Previously Presented)** The method of claim 29, wherein the identification of location of the user within the content server site is arranged for caching utilities enabling to identify cached content according to the identified content location.

6. **(Previously Presented)** The method of claim 29 wherein the identification of location within content server site is arranged for billing applications by applying billing rules in accordance with the identified content location.

7. **(Currently Amended)** The method of claim 29, wherein the identification of the location within the content server site is arranged for data retrieval services comprising retrieving required data ~~from~~ from respective data source according to the identified location within the content server site.

8. **(Previously Presented)** The method of claim 29, further comprising processing the content to fit user mobile device specifications wherein the identification of the location within the content server site is arranged for selecting content processing before delivery to the mobile device.

9. **(Previously Presented)** The method of claim 29, wherein the identification of the location within the content server site is arranged for sampling the usage of the location and providing usage statistical analysis.

10. **(Previously Presented)** The method of claim 29, further comprising displaying the sequence of hyperlink titles to the user for enabling the identification of previously visited content services.

11. **(Previously Presented)** The method of claim 10, wherein the service identification is arranged for tracking users' activities for billing purposes.

12. **(Previously Presented)** The method of claim 10 wherein the identification of services by the user is arranged for enabling the user to return to the services.

13. **(Previously Presented)** The method of claim 29, wherein the service identification module functionality is implemented at least in part within the user device.

14. – 15. **(Cancelled)**

16. **(Previously Presented)** The system of claim 30, wherein the identification of the location within the content server site is arranged for access control utilities enabling access restriction to specific content according to content location as defined by the hyperlinks title sequence.

17. **(Currently Amended)** The system of claim 30, wherein the identification of location within content server site is arranged for caching utilities enabling to identify cached content according to the identified content location_s.

18. **(Currently Amended)** The system of claim 30, wherein the ~~identification~~ identified ~~of contextual~~ location within content server site is ~~used~~ arranged for billing applications applying ~~respective~~ billing rules ~~in accordance with~~ which take into account the identified ~~content~~ location.

19. **(Previously Presented)** The system of claim 30 wherein the identification of location within content server site is arranged for data retrieval services for retrieving required data from respective data source.

20. **(Previously Presented)** The system of claim 30, further comprising a processing module for adapting the content to user mobile device specifications wherein the identification of the location within the content server site is arranged for selecting the respective content processing to be performed on the content before delivery to the mobile device.

21. **(Previously Presented)** The system of claim 30, wherein the identification of the location within the content server site is arranged for sampling the usage of said location and providing usage statistical analysis.

22. **(Cancelled).**

23. **(Previously Presented)** The system of claim 30, further comprising displaying the sequence of hyperlink titles to the user for identifying previously visited services.

24. **(Previously Presented)** The system of claim 30, wherein the tracking module is arranged for tracking users' activities for billing services.

25. **(Previously Presented)** The system of claim 30, wherein the identification of content location by the user is arranged for enabling the user to return to a predefined content location.

26. **(Cancelled).**

27. **(Previously Presented)** The system of claims 30, wherein the content analysis module is implemented within an existing gateway or proxy on the network.

28. **(Cancelled).**

29. (Currently Amended) A method of identifying contextual location of a mobile device user, utilizing at least one cellular network to visit content by accessing various hyperlinks, within a content server through at least proxy server over a cellular network, wherein the contextual location relates to a communication link currently used by the mobile user device,

said method comprising:

receiving user visited content from a content server, through the proxy server, the content exhibiting embedded hyperlinks each associated with a corresponding title and a corresponding uniform resource locator (URL);

parsing the received content and extracting the embedded hyperlinks and their corresponding titles and dynamic URLs, and storing the hyperlinks wherein each title is associated with its corresponding dynamic URL;

upon receiving a subsequent URL request, extracting corresponding hyperlink title from previously stored hyperlink according to presently received URL;

creating a short term user surfing course comprising a sequence of hyperlink titles and the a corresponding dynamic URLs sequence; and

identifying mobile device user contextual location within content server by comparing the sequence of user selected hyperlink titles of the short term user surfing course with a plurality of hyperlinks titles sequences stored on in a predefined database, thereby enabling to identify a contextual location by identifying a compatible hyperlinks titles sequence in the database, wherein each hyperlinks titles sequence is associated with a corresponding contextual location,
wherein said method process is carried out by at least one proxy server, and

wherein said contextual location enables said proxy server to provide services, which correspond to said identified contextual location.

30. (Currently Amended) A system for identifying contextual location of a mobile device user ~~within a content server, utilizing at least one cellular network to visit content by accessing various hyperlinks, through at least proxy server, over a cellular network comprising, the system implemented within a proxy server, said system~~ comprising:

a content analysis module; and

a tracking module,

wherein the content analysis module is arranged to:

receive user visited content from the content server, the content exhibiting embedded hyperlinks each associated with corresponding title and corresponding uniform resource locator (URL);

parse the received content and extract the embedded hyperlinks and their corresponding titles and dynamic URLs and store the hyperlinks wherein each title is associated with its corresponding dynamic URL; and

upon receiving a subsequent URL request, extract corresponding hyperlink title from previously stored hyperlink according to presently received URL; and

create a short term user surfing course comprising a sequence of user selected hyperlink titles and their corresponding dynamic URLs;

and wherein the tracking module is arranged to identify the mobile device user contextual location within content server by comparing the sequence of user selected hyperlink titles of the short term user surfing course with a

plurality of hyperlink titles sequences stored on a predefined database, thereby enabling to identify a contextual location by identifying a compatible hyperlinks titles sequence in the database, wherein each hyperlinks titles sequence is associated with a corresponding contextual location, wherein said contextual location enables the proxy server to provide services, which correspond to said identified contextual location.

31. **(Previously Presented)** The method of claim 29, further comprising: registering the hyperlink titles sequence in persistent storage for future analysis.

32. **(Previously Presented)** The system of claim 30, further comprising a registry arranged to hold the hyperlink titles sequence for future analysis.

33. **(New)** A method of identifying contextual location of a mobile device user, utilizing at least one cellular network to visit content by accessing various hyperlinks, through at least proxy server, wherein the contextual location relates to a communication link currently used by the mobile user device,

said method comprising:

receiving user visited content from a content server, through the proxy server, the content exhibiting embedded hyperlinks each associated with a corresponding title and a corresponding uniform resource locator (URL);

parsing the received content and extracting the embedded hyperlinks and their corresponding titles and dynamic URLs, and storing the hyperlinks wherein each title is associated with its corresponding dynamic URL;

upon receiving a subsequent URL request, extracting corresponding hyperlink title from previously stored hyperlink according to presently received URL;

creating a short term user surfing course comprising a sequence of hyperlink titles and a corresponding dynamic URLs sequence; and

comparing the sequence of user selected hyperlink titles of the short term user surfing course with a plurality of hyperlinks titles sequences stored in a predefined database, thereby enabling to identify a contextual location by identifying a compatible hyperlinks titles sequence in the database, wherein each hyperlinks titles sequence is associated with a corresponding contextual location; and

providing services according to the identified contextual location, wherein said receiving visited content, parsing the received content, extracting corresponding hyperlink title, creating a short term user surfing course and comparing the created short term user surfing course with titles sequences are carried out by the at least one proxy server, and wherein said proxy server enables providing services according to identified contextual location.